



Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
Attention: Procurement/Purchasing
(602) 364-3718

Grant: Fiscal Year 2008 Teamwork for Effective Marketing (TEAM)

**Due Date: Grant Applications must be received at the AOT office no later than
5:00 p.m. Friday, April 20, 2007**

Application Guidelines

OFFICE LOCATION

Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007
Attention: Linda M. Yuhas

Agency Contact

Linda M. Yuhas
Assistant Deputy Director

Telephone Number: (602) 364-3718

Fax Number: (602) 364-3701

E-Mail: lyuhas@azot.gov

ARIZONA OFFICE OF TOURISM TEAMWORK FOR EFFECTIVE MARKETING GRANT

Purpose

Teamwork for Effective Arizona Marketing (TEAM) grant program provides communities, tribes and tourism organizations with needed grant funding to help stimulate and expand travel and tourism throughout the state.

The TEAM grant program provides financial assistance in the development of effective tourism promotion projects at the local, regional and statewide level. These tourism promotion activities, in combination with the international, national and regional marketing efforts of the Arizona Office of Tourism (AOT), are intended to manage a sustainable tourism industry throughout Arizona. AOT works with Destination Marketing Organizations (DMOs), regional tourism organizations, statewide tourism associations and tribal entities to achieve these goals.

The strategic mission of the TEAM Grant Program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships and extending the State's brand to position Arizona as the preferred travel destination.

These documents supersede all guidelines issued for any previous fiscal year TEAM grant program.

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1 Eligibility

To qualify for TEAM grant program funding, organizations must be exempt from federal income tax under section 501(c)3 or 501(c)6 of the Internal Revenue Code **and** meet the criteria of at least one of the three categories below:

- 1) An Arizona based Destination Marketing Organization (DMO) – an incorporated not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis.
- 2) An Arizona based statewide tourism association that represents entities that rely on tourism-related business for a majority of their income.
- 3) Tribal tourism entities who wish to market existing tourism attractions and tourism facilities.

2 Funding

AOT will provide up to 50 percent in matching funds for Individual and Regional grants. Combined matching awards (Individual and Regional) cannot exceed \$40,000 per applicant. For example, if an individual application is awarded the maximum of \$30,000, then the entity who has also applied as a partner in a regional application may receive up to an additional \$10,000 to be applied toward the region, for a total award of \$40,000 between the two applications.

- 2.1 Individual Applications: Individual applications are eligible to receive up to \$30,000 in matching funds. Each individual entity can have a maximum of two applications (one Individual and one Regional application). Those entities having two applications cannot exceed \$40,000 as the combined total award from AOT. For example, if an entity submitted an individual application for \$30,000 and a regional application in which they contributed \$40,000, the maximum amount that could be awarded to the entity for both applications is still \$40,000. Regardless of the number of applications, no one individual entity may receive more than \$40,000.
- 2.2 Individual with a Not-For-Profit Partner Applications - A DMO may apply for an additional \$20,000 above the \$30,000 maximum on the individual application for a coordinated marketing effort with a local not-for-profit tourism organization.
- 2.3 Regional Applications: (up to 10 additional points are available) Regional applications are eligible to receive up to a maximum of \$130,000 in matching funds cumulatively for all partners in the region. A region consists of a group of three (3) or more incorporated, non-profit organizations or governmental units that promote three (3) or more communities as a single regional tourist destination. Regions are not limited to those marketing regions previously identified by AOT for promotional purposes. Each regional partner must be the designated DMO for its respective community. In the evaluation process, regional applications will receive 10 additional points, not to exceed a total score of 100 points. An applicant can not receive more than 100% of the funding request.
 - 2.3.1 All participating DMOs must have a verifiable tourism marketing budget no later than July 1, 2006; thereby demonstrating that the DMO is an established entity.

- 2.3.2 The maximum award amount is \$40,000 per eligible entity and \$130,000 for the region.
 - 2.3.3 Each regional partner must contribute a minimum of \$1,000 in matching funds.
 - 2.3.4 All regional applications must provide evidence that the region can support a five-day tourist-oriented itinerary and a combination of at least 500 hotel beds, campground sites and/or recreational vehicles sites within the region. This documentation must be included in the Supporting Documentation, Section E, of the application.
 - 2.3.5 All regional advertising and promotional projects receiving funding through the TEAM grant program must incorporate product information and the names of all participating regional partners.
- 2.4 **Matching Dollar Requirement:** The TEAM applicants' matching funds must be equal to at least 50 percent of the total project budget. Applicants may not use state funds received from any state agency as matching funds for TEAM. Any TEAM Grant awarded for FY 2008 will be automatically revoked if any portion of the match is provided with any other state funds.

3 **Application Guidelines**

A copy of the application is provided in Exhibit A. This form is also available on-line at www.azot.gov under the Grants section. Only the official AOT application form will be accepted. The application is divided into five (5) sections labeled A through E.

3.1 Section A: Applicant Administrative Information

- 3.1.1 Entity Name: The name of the applicant must be the same as it appears on the incorporation, federal tax exemption or the state charter.
- 3.1.2 Mailing Address: Provide a mailing address that can be used by AOT for routine correspondence.
- 3.1.3 Physical Address: Provide a street address (no P.O. Boxes) for deliveries.
- 3.1.4 County: Identify the county in which the applying organization is located. In the case of regional applications, list all counties included under the application.
- 3.1.5 Project Coordinator's Name and Title: The Project Coordinator responsible for administering the project and the day-to-day contact for AOT. This individual is responsible for submitting all necessary documentation throughout the year-long effort of this project and must be familiar with the specifics of the TEAM grant program as well as the application submitted.
- 3.1.6 Project Coordinator's telephone number, fax number, and e-mail address.
- 3.1.7 Federal Identification Number.
- 3.1.8 Matching Funds Requested.
- 3.1.9 Type of Application: Individual, Individual with Not-for-Profit Partner or Regional.
- 3.1.10 Signatures: The signatures on the application certify compliance with all TEAM FY 2008 Guidelines. Applications must bear the signatures of the Project Coordinator and the Administrative Official (the person authorized to commit the applicant to provide matching funds). Two different signatures are required to process the application.

3.2 Section B: EZ Advertising

EZ advertising allows qualified organizations to receive funding for 50 percent of all pre-selected advertisement placements as listed in the EZ Advertising portion of the application (Exhibit A, Section B). Check the box of those EZ Advertising co-op opportunities for which your organization is applying. All costs in the EZ Advertising portion of the application are listed as NET rates. Gross costs (with advertising agency commission) may be billed if the Team applicant is working through an advertising agency. EZ advertising publication profiles are located in Exhibit G.

All EZ Advertising applications will be evaluated.

Once approved for matching funds, and due to the specific nature of the EZ Advertising program, no changes or cancellations are allowed within the EZ Advertising portion of the TEAM grant program unless a publication has been cancelled. No exceptions will be made.

The following EZ Advertising elements are required:

- 3.2.1 Ad must be approved by AOT prior to placement.
- 3.2.2 All ads must have AOT “Grand Canyon State” logo, if not featured or participating in an Arizona section. Logo must be legible and of equal size to the participant’s logo or must have reasonable equal visibility at AOT’s discretion. Logo guidelines can be found in Exhibit F.
- 3.2.3 AOT “Grand Canyon State” logo must be placed on the bottom right, bottom left or bottom center only.
- 3.2.4 If the ad is four-color, the AOT “Grand Canyon State” logo must be four-color.
- 3.2.5 Only one toll-free number, direct number and Web site address in addition to AOT’s is allowed.
- 3.2.6 Advertisements placed in the Arizona Official State Visitors Guide do not need to include an AOT logo.
- 3.2.7 If an ad is placed within one of the combined “Arizona” sections or in an AOT publication, AOT will notify the participant that an AOT logo is not required on that specific advertisement.
- 3.2.8 Include a copy of the fulfillment piece that will be used as a fulfillment to leads.
- 3.2.9 Budgeted costs may include production costs for ad materials specific to each insertion.
- 3.2.10 Radio placements must include the wording “Arizona Office of Tourism”.

Note: If an ad is placed without prior written AOT approval, AOT will not be responsible to pay any portion of the ad cost. The full advertisement cost for the ad will be the responsibility of the TEAM participant.

3.3 Section C: Additional Project Elements – the following project elements must be included as applicable:

3.3.1 Strategic Planning and Research

- List the name, type of project, the budgeted cost and the selected contractor.
- Contracted planning and research services are reimbursable. These include visitor profile research (identifying strong potential market and marketing strategies), SWOT analysis, feasibility studies, database development, etc.
- A detailed explanation of the project need, proposed methodology and scope of work must be included in the application.

3.3.2 Product Development

- Demonstrate potential for sustainable economic impact from tourism-related business. Focus on creating a blueprint to develop a new tourism product that increases the local community or region's tourism business over an extended period of time.
- A detailed explanation of the new tourism product, proposed methodology and scope of the work.
- A description of how this new tourism product will improve economic activity related to tourism must be included.

3.3.3 Print Placement/Production

- Specify the name of the publication, size of the ad, color, issue date, distribution, circulation number and the budgeted cost of each placement.
- The budgeted cost may include production costs for material specific to each insertion.
- Magazine advertisements are allowed in major Arizona visitor guides (greater than 100,000 annual circulation).
- Only one toll-free number, direct number and Web site address is allowed.

3.3.4 Broadcast Placement

- Specify the stations(s) call letters, designated market area where the spot will run, target audience, length of the spot, frequency (number of times the spot will run), the broadcast dates and the budgeted cost. Budgeted costs may include production costs for materials specific to each insertion.
- Text copy (script) for radio spots must be submitted for prior approval from AOT.
- Text copy (script) for TV spots, and TV storyboards, must be submitted for prior approval from AOT.
- Radio ads are required to include the wording "Arizona Office of Tourism," and must reach outside the county or region.
- Only one toll-free number, direct number and Web site address is allowed.

3.3.5 Outdoor Placement

- Specify the type of outdoor placement, size, highway location, county, dates of display and the budgeted cost. Budgeted costs may include production costs for materials specific to each insertion.
- Billboard placements are allowed on interstates or major highways outside of the project's county limits. Exceptions must be requested in writing and included with the application.
- A photograph or layout of the proposed billboard content must be submitted for prior written approval from AOT and must contain the AOT "Grand Canyon State" logo.
- Only one toll-free number, direct number, and Web site address is allowed.

3.3.6 Online Advertising Placement/Production

- Describe the portal or search engine on which the advertising placement will appear, as well as the Web site address, a description of the type of advertisement and a brief description of the Web site target audience, the dates and the budgeted cost. Budgeted costs may include production costs for material specific to each insertion.
- All Internet advertising must promote a Web site that features the AOT "Grand Canyon State" logo on the home page of the site.
- All Internet advertising must receive annual creative approval from AOT prior to final placement.

- The home page of the Web site being promoted by the ad placement must also receive annual creative approval from AOT.
- AOT “Grand Canyon State” logo must be placed in top or side banner, and be viewable from the opening window.

3.3.7 Web Site Development (tourism related sites only)

- Include the name of the Web site, the URL, project description and the budgeted costs. If a Web site developer has been selected, specify the name of the Web site developer. Include a scope of work. Also, in the justification, include how the Web site will be advertised/promoted and a description of what will be featured on the site.
- Funding is available for the development of a new tourism Web site, update or enhancement of an existing tourism Web site, hosting fees, and other services.
- All sites must have the AOT “Grand Canyon State” logo on the home page and must provide a link on the home page to AOT’s Web site at www.arizonaguide.com and must be placed in top or side banner and be viewable from opening window.
- The home page must receive annual creative approval in writing from AOT.
- Information on the home page is restricted to tourism information and promotion and may not include listings or endorsements of private services or businesses.
- The Web site must have a webmaster contact logo, link or button on the home page.

3.3.8 Printed Materials

- Include the type of printed material, target audience, quantity required, area of distribution, postage for fulfillment (if applicable) and the budgeted costs. If a printer has been selected, list the name of the printer.
- The minimum size must be 3.5”x8.5” and the maximum size must be 8”x10” in order to be considered for brochure rack display.
- Printed literature must include complete address, phone number with area code and Web site address if applicable. It is also a requirement to include the quantity and date printed.
- A print estimate, issued on the printer’s letterhead, must be submitted with the application.
- A majority of the distribution must be outside of the applicant’s geographical area or region. An explanation detailing where, through what distribution channels, and in what quantity the brochures will be distributed must be included in the marketing plan.
- Highway maps must reflect a geographical outline and provide direction and distances to the traveler. They must be folded to rack size, reflecting the city and state’s name as well as the AOT “Grand Canyon State” logo.
- Travel trade guides shall be targeted toward meeting planners, travel agents or tour operators.
- If contract distribution service is requested, include the terms and extent of contract.
- All publications distributed in foreign countries shall also include the following: the words “Printed in USA,” a West Coast map of the United States highlighting Arizona, a temperature chart (if included) in degrees Celsius, mileage converted to kilometers and address listing with city, state, zip code and “USA”.

- Toll-free numbers, such as 800,888, etc. that are not accessible in the desired markets cannot be used.
- Ten (10) percent of the total quantity printed must be made available to AOT on an as-needed basis for use in its Welcome Centers and Visitor Inquiry Program. Literature must be shipped pre-paid and signature required, in boxes not exceeding 30 pounds, with the quantity and contents clearly marked on each box, or they will not be accepted
- Materials for specifically dated events should be shipped to the individual welcome centers at least two months prior to the event.
- The names of private, for-profit businesses or entities may not be used in any portion of a TEAM funded project. The only exception is when the for-profit business or entity is a destination driver. A destination driver must attract tourists by itself, as opposed to serving tourists already in the community.

3.3.9 Audio Visual Material

- List the type of audio-visual material, the target audience for the material, the quantity required, the distribution and the budgeted cost. If a vendor has been selected, list the name of the vendor.
- These must be intended as promotional pieces designed primarily to attract visitors and appeal to those other than local residents.
- Prior to production, a script outline and proposed photography must be submitted to and approved by AOT.

3.3.10 Special Marketing Opportunities

- Include the name of the marketing opportunity, the dates and location, target audience, and budgeted cost. For Familiarization (FAM) Tours only, include a list of potential participants and an Arizona itinerary with application.
- Customer database development opportunity – Database and/or electronic marketing options include leasing names, addresses and e-mails from AOT's consumer database, purchasing contact information for specific markets and using AOT's database management to gather pertinent information on current customer lists. In addition, there are opportunities to participate in AOT's monthly E-newsletter or custom build an E-blast. Services begin at \$750 and increase based on the type of database development requested and number of names leased. For more detailed information and costs, contact AOT's Fulfillment Manager.
- Travel show booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverages, rental of equipment or other services within the booth. Rental or construction costs of the booth itself are not reimbursable.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to designated travel shows.
- Travel costs can be reimbursed on a 50 percent matching basis up to \$1,000 per out-of-state show. The only reimbursable items are airline tickets and hotel rooms. A maximum room rate of \$150 per night applies. Incidentals, food and beverage are not reimbursable. Note: rental cars, parking, gas or mileage will not be reimbursed under any circumstances.
- Accommodation costs are reimbursable for TEAM approved, tourism related travel taking place more than 100 miles from the TEAM participant's place of business. The maximum room rate is \$150 per night.

3.3.11 Media Communications and Public Relations

- For contracted PR services, a detailed explanation of the planned activities must be provided with the application.
- List the name/type of project, and a budgeted cost. If a PR firm has been selected, list the name of the PR firm. Include a scope of work with the application.

3.3.12 Non-Fundable Items – The following items **shall not** be funded through the TEAM grant program:

- Administrative expenses of any sort by the applicant or any agent of the applicant, including commissions, fees or other expenses for administration of the project.
- Employee salaries and/or wages.
- Entertainment and honorarium.
- Food and beverage.
- Audio-visual equipment rental.
- Equipment purchase and rental.
- Hosting costs related to meeting planners.
- Personal incentives including but not limited to: gifts, food and beverage, reception, banquet.
- Items for resale.
- Membership listings and business directories of any kind (in ads, brochures, etc.).
- Beauty pageants and parades.
- Infrastructure.
- Promotional items, including but not limited to: prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners flags, floats, program booklets, stationery, table tents and membership solicitation literature.
- Travel expenses (except for approved trade shows, familiarization tours, and educational conferences).
- In-house administrative postage and office supplies.
- Donations and in-kind contributions to sponsors.
- Construction of permanent structures such as monuments, signs and fixtures.
- Gasoline, parking fees, rental cars or mileage.
- Real estate.
- Anything contrary to state or federal law.

3.4 Section D: Marketing Plan – the following elements must be included:

3.4.1 Project Element Objectives – Describe the objective of each project element.

The objectives must be measurable, within a determined time frame and point to an end result.

3.4.2 Situation Analysis – Discuss factors that influence your marketing strategy.

3.4.3 Target Market – Include demographic, geographic, activities and travel motivators.

3.4.4 Strategies – Discuss the manner in which objectives will be achieved.

3.4.5 Methods of Tracking – Each project element must include an accurate and quantifiable measurement of tracking the impact.

3.4.6 Evaluation – Describe the manner in which success will be measured and in what ways your objectives will be met.

3.5 Section E: Supporting Documentation – the following elements must be included:

- Proof of attendance at a FY2008 TEAM workshop.
- Signed FY2008 Affidavit in Support of Application (Exhibit B). Regional applications must include a signed affidavit from each regional partner.
- Signed FY2008 Verification Clause (Exhibit C). Regional applications must include a signed form from each regional partner.
- Printing estimate(s).
- Scope of work for all outside vendors.
- EZ advertising only: copy of the fulfillment piece.
- Regional applications only: Documentation that the region can support a five-day tourist oriented itinerary and a combination of at least five-hundred (500) hotel beds, campground sites and/or recreational vehicle sites.

3.6 Conformance: All elements of the application must be bound and collated. Each section must be tabbed A-E respectively. The cover will contain the following: TEAM FY 2008 Application Submission, Name/address/phone/fax/email of the organization submitting the application, name of the Project Coordinator, “Individual”, “Individual with Not-for-Profit Partner” or “Regional” application and date. **Note: Do not include any additional documentation unless otherwise specified within the application.**

3.7 Delivery Instructions: One (1) typed, signed, original TEAM application and four (4) copies must be received by AOT no later than 5:00 p.m. Friday, April 20, 2007. Handwritten applications or those submitted via fax or email will not be considered. **Late and/or incomplete applications will not be accepted.**

**FY 2008 TEAM Grant Program
ATTN: Linda M. Yuhas, CPPB
Assistant Deputy Director
Arizona Office of Tourism
1110 W Washington Street, Suite 155
Phoenix, AZ 85007**

4 **General Project Guidelines**

To qualify for funding, projects must meet all of the following requirements;

- The primary function of the project must be tourism promotion.
- The project must be designed to stimulate economic growth.
- The project must also be designed to enhance future tourism development.
- The TEAM applicant must demonstrate the ability to track the impact and effectiveness of the project.

4.1 General Project Elements - Adherence to the following elements is required;

- 4.1.1 TEAM participants cannot transfer funds from one specific TEAM project to a different project without prior written approval from AOT.
- 4.1.2 AOT approval for all project items is mandatory and may take up to 14 business

- days from the date of receipt.
- 4.1.3 When using print media, publications must be chosen based upon the appropriate target audience as identified in the applicant's marketing plan.
 - 4.1.4 AOT's "Grand Canyon State" logo (Exhibit F) must be featured prominently on all print, internet advertising, audio-visual and Web site development projects, printed materials and outdoor and television broadcast placements. If the project is produced in four-color, AOT's "Grand Canyon State" logo shall also be in four-color. Logos are available from AOT in printed format.
 - 4.1.5 Special events, festival advertising and/or promotion are limited to the first two (2) years of the event or festival. TEAM funding is intended to help launch an event and for the event to become self-sustaining. A special event or festival can only receive TEAM funding for advertising and promotion after the first two (2) years when it is advertised in a series or seasonal format with at least three (3) other events.
 - 4.1.6 TEAM funding must not be used for any marketing effort (ads, brochures, flyers, etc.) that include a sponsor or co-advertiser, which by itself would not be eligible for TEAM funding.
 - 4.1.7 The names of private, for-profit entities must not be used in any portion of a TEAM funded project. The only exception where the name of a for-profit entity may be used is when the entity is a destination driver.
 - 4.1.8 A destination driver must attract tourists by itself, as opposed to serving tourists already in the community. Examples include the Historic Copper Queen Hotel in Bisbee and the Verde Canyon Railroad in Clarkdale. Uniqueness and differentiability are key components of a destination driver. AOT will make the final determination as to whether an entity is a destination driver.
 - 4.1.9 No more than three (3) for-profit destination drivers may be mentioned in an ad smaller than 1/2 page. The maximum for 1/2 to 1 page is five (5) destination drivers, and for a multi-page advertisement or brochure no more than ten (10) can be named.
 - 4.1.10 Photos of a for-profit attraction that is a destination driver may be used in advertorials and brochures, but not on the front cover. The size of a photo must be consistent with other photos in the piece. Copy related to destination drivers must be informational only, and no phone numbers or addresses can be included for the destination drivers – all inquiries must go to the DMO/TEAM participant. The names of the destination drivers must be the same font size as the surrounding copy, but may be bolded.
 - 4.1.11 A for-profit destination driver shall be promoted only in addition to the promotion of the destination as a whole, so that the primary emphasis of the promotion is on the destination, not the for-profit destination driver.
 - 4.1.12 All marketing efforts must be at least 50 miles outside of local area and geared to visitors.
 - 4.1.13 Only two logos are allowed; the AOT "Grand Canyon State" logo and the TEAM participant. The only exceptions are if the TEAM applicant is partnering with a not-for-profit tourism organization or is submitting a regional application.

5 Evaluation Criteria Guidelines

The maximum possible score is 100 points. **Applications scoring less than 45 points will be automatically disqualified for funding.** Evaluation will be based on the following criteria:

- 5.1 Application includes a clear description of the tourism marketing efforts.
- 5.2 Application includes a complete description and objective of each project element.
- 5.3 Application includes clearly identified and viable target markets.
- 5.4 Application includes a reliable tracking method for each project element.
- 5.5 Application includes a clear description of how successes will be measured and how objectives will be met.

6 Reimbursement Guidelines

Complete the FY2008 Reimbursement Request form, (Exhibit D). This form is also available via e-mail at kbult@azot.gov or on-line at www.azot.gov under the Grants section. Reimbursements that are accurate and complete will be processed and distributed no later than 30 days after receipt. **If the Reimbursement Request is missing any component of the required support documentation, payment may be delayed or denied at the discretion of AOT.**

The Reimbursement Request form must contain the following elements;

6.1 Section A – Applicant Information

Complete the section as required. Identify any information that has changed from the original TEAM application.

6.2 Section B – Reimbursable Items

- 6.2.1 Identify each reimbursable item under the appropriate heading. A reimbursable item is one that has been pre-approved by AOT from the original application or has received approval for change and was performed according to TEAM grant program guidelines.
- 6.2.2 In the “Dollars Spent” column, indicate the amount paid to accomplish this item. Do not include other amounts from the invoice, (i.e. balance forward and late fees). Use the same terminology as was used in the application to describe the items or marketing projects.

6.3 Section C – Total Spent

Indicate the total dollar amount of all reimbursable items for the “Grand Total Spent.” If approved, 50 percent of the Grand Total Spent will be reimbursed up to the total amount of the award. Projects submitted for reimbursements that were not previously approved or those that do not meet guideline requirements risk losing some or the entire award.

6.4 Section D – Signatures

The Reimbursement Request form must be signed by both the Project Coordinator and the Administrative Official as identified in the original application. By signing the Reimbursement Request form, the signatories confirm that all information contained in the request for reimbursement is accurate and in accordance with TEAM FY 2008 Guidelines.

Note: The State reserves the right to audit all relevant financial data.

Failure to provide an original (not copied or electronic) signature of both the Project Coordinator and the Administrative Official will result in denial of the reimbursement and return of the Reimbursement Request form.

Reimbursement Request forms are not required for any “EZ Advertising” placement in which the TEAM participant has AOT approval. TEAM participants will be billed directly by the publication for 50 percent of the total cost of the placement. TEAM participants must pay for the advertising in a timely manner.

6.5 Deadline for Reimbursement Requests

All requests for reimbursement must be received by AOT no later than 5:00 p.m. Friday, May 30, 2008. **No exceptions will be granted.**

7 **Project Effectiveness Guidelines**

At project completion, it is mandatory that each TEAM participant assess the project’s results using the Project Effectiveness Form (Exhibit E). This form is also available via e-mail, at kbult@azot.gov or online at www.azot.gov under the Grants section. This information is used to compile pertinent data regarding the effectiveness of the project as well as the TEAM grant program. Project Effectiveness Forms must be received by AOT no later than 5:00 p.m. Friday, October 31, 2008.

8 **Failure to Comply**

Failure to comply with any of the guidelines and/or requirements included in this document will disqualify the TEAM applicant from participating in the TEAM grant program in any subsequent year in which the applicant submits a TEAM application.

EXHIBITS



Teamwork for Effective Arizona Marketing (TEAM) FY 2008 Application

- Incomplete applications will not be accepted.
- Due Date: Application must be received by AOT no later than 5:00 p.m. Friday, April 20, 2007.
- Only TYPED applications will be accepted.
- Submit one (1) original application AND four (4) photocopies.

Section A: Applicant Administrative Information

1. Entity Name: _____
Doing Business As (if different from above) _____
2. Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____
3. Physical Address: Street: _____ City: _____ State: AZ Zip Code: _____
4. County (list all represented if regional applicant): _____
5. Project Coordinator's Name and Title: _____
6. Telephone Number: _____ Fax Number: _____ E-mail: _____
7. Federal Identification Number: _____
8. Matching Funds Requested \$ _____
9. Application Type: ☐ Individual ☐ Individual with not-for-profit partner
☐ Regional

Individual - using the chart below, list the source of funding and dollar contribution.

Individual with not-for-profit partner - using the chart below, list the source of funding and dollar contribution for both the applying entity and the not-for-profit partner.

Regional - using the chart below, list all partners contributing to the regional TEAM effort starting with the lead applying entity, their source of funding, and their dollar contribution. **Note:** A region must be comprised of at least three (3) entities and each entity must sign and attach an affidavit in support of application, (Exhibit B).

Individual, Not-for-Profit or Regional Partner Name	Source of Funding	Dollar Contribution (min \$1000 per partner)
		\$
		\$
		\$
		\$

Total: \$

10. Two different signatures are required in order to process this document.

Signature _____ Date: _____
(Project Coordinator)

Name: _____ Title: _____ Organization: _____

Signature _____ Date: _____
(Administrative Official)

Name: _____ Title: _____ Organization: _____

Section B: EZ Advertising

Please reference the Publication Profiles section of the FY 2008 TEAM Guidelines for added value opportunities with each publication. All ads are four-color except where indicated.

Name of Publication	Insertion Date	Size and Type	Total Net Insertion Cost	Check ad to be purchased
AAA: Arizona Highroads	September 2007	Full Page display 1/2 Page display 1/3 Page display	\$7,973.00 4,462.50 2,915.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Arizona Highroads	March/April 2008	Full Page display 1/2 Page display 1/3 Page display	\$7,973.00 4,462.50 2,915.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Drive Guide	December 2007- February 2008	Full Page display 1/2 Page display 1/3 Page display	\$2,456.90 1,747.60 1,239.30	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Drive Guide	March - May 2008	Full Page display 1/2 Page display 1/3 Page display	\$2,456.90 1,747.60 1,239.30	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Official State Visitor's Guide	January 2008	Full Page display 1/2 Page display 1/3 Page display	\$17,212.50 9,477.50 6,460.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Professional Travel Planner's Guide	October 2007	Full Page display 1/2 Page display	\$4,505.00 2,550.00	<input type="checkbox"/> <input type="checkbox"/>
Arizona Republic and Tucson's Arizona Daily Star Summer Vacation Guide	June 2008	Full Page 4C 1/2 Page 4C 1/3 Page 4C	\$18,251.66 9,420.21 6,280.14	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AZFamily.com	September 2007- June 2008 (3 month minimum)	728x90 Leaderboard, picture/text/database, Newsletter (See EZ Advertising Publication Profiles for more information)	\$1,250.00/month billed monthly (3 month minimum)	Total Cost \$ _____

Name of Publication	Insertion Date	Size and Type	Total Net Insertion Cost	Check ad to be purchased
AZ Tourist News	March 2008	Full Page display 1/2 Page display 1/3 Page display	\$2,577.94 1,739.53 875.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Canadian Traveller	September 2007	Full Page display 1/2 Page display 1/3 Page display Formatted Ad	\$2,877.25 1,989.00 1,551.25 569.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
East Valley Tribune "Arizona Getaways"	April 2008	Full Page display 1/2 Page display 1/3 Page display	\$5,569.20 2,784.60 1,856.40	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
East Valley Tribune "Summer Escapes"	May 2008	Full Page display 1/2 Page display 1/3 Page display	\$5,569.20 2,784.60 1,856.40	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Native Peoples	January/February 2008	Full Page display 1/2 Page display 1/3 Page display	\$3,013.25 2,315.00 1,530.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Native Peoples Heard Museum Program (Rates apply only if ad is placed with Jan/Feb issue of Native Peoples)	March 2008	Full Page display 1/2 Page display 1/3 Page display	\$753.31 578.75 382.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Outside Magazine Active Travel Directory	May 2008	1/6 Page display	\$2,232.00	<input type="checkbox"/>
Phoenix Magazine 2008 Arizona Travel Guide	October 2007	Full Page display 1/2 Page display 1/3 Page display	\$4,573.00 2,972.45 2,057.85	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Magazine	February 2008	Full Page display 1/2 Page display 1/3 Page display	\$4,573.00 2,972.45 2,057.85	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Official Visitor's Guide	December 2007	Full Page display 1/2 Page display 1/3 Page display	\$8,521.20 5,535.20 4,194.75	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Name of Publication	Insertion Date	Size and Type	Total Net Insertion Cost	Check ad to be purchased
Preprint- Arizona Fall Insert Proposed inserts in: Chicago Tribune Dallas Morning News Denver Post LA Newspaper Group Minneapolis Star Tribune New York Newsday Orange County Register Portland Oregonian San Francisco Seattle Times Suburban Chicago Newspapers Westchester Journal News	September 23, 2007	Full Page display 1/2 Page display 1/4 Page display Brochure Ad	\$25,394.00 13,966.00 8,887.00 2,792.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Preprint- Arizona Spring Insert Proposed inserts in: Albuquerque Journal Tribune Chicago Tribune Dallas Morning News Denver Post Las Vegas Review-Journal Minneapolis Star Tribune New York Newsday San Diego Union-Tribune Seattle Times Suburban Chicago Newspapers	January 13, 2008	Full Page display 1/2 Page display 1/4 Page display Brochure Ad	\$25,394.00 13,966.00 8,887.00 2,792.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Preprint- Canada Spring Insert Proposed inserts in: Calgary Herald Edmonton Journal Globe & Mail National Post Toronto Star Vancouver Sun Victoria Times Colonist	January 13, 2008	Full Page display 1/2 Page display 1/4 Page display Brochure Ad	\$25,394.00 13,966.00 8,887.00 2,792.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Preprint- Direct mailed to homes in Arizona and California	May 18, 2008	Full Page display 1/2 Page display 1/4 Page display Brochure Ad	\$16,337.00 8,985.00 5,716.00 1,798.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Sunset Travel Planner- National Circulation	November 2007	1/3 Page travel guide 1/6 Page travel guide	\$11,604.00 5,882.00	<input type="checkbox"/> <input type="checkbox"/>

Name of Publication	Insertion Date	Size and Type	Total Net Insertion Cost	Check ad to be purchased
Sunset Travel Planner-Southwest and Mountain States Circulation	May 2008	1/3 Page travel guide 1/6 Page travel guide	\$4,486.00 1,887.00	<input type="checkbox"/> <input type="checkbox"/>
Traffic Pulse Radio Sponsorship - Phoenix	TBD by Applicant	50 Spots per week 75 Spots per week 100 Spots per week	\$3,400/week 5,100/week 6,800/week	# of weeks ____ Total_____
Traffic Pulse Radio Sponsorship - Tucson	TBD by Applicant	50 Spots per week 75 Spots per week 100 Spots per week	\$1,827.50/week 2,741.25/week 3,655.00/week	# of weeks ____ Total_____
True West 2008 Source Book	November 2007	Full Page display	\$1,728.00	<input type="checkbox"/>
True West Special Spring Western Travel Issue	February 2008	Full Page display 1/2 Page display 1/3 Page display	\$2,061.25 1,253.75 794.75	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Tucson Official Visitor's Guide	Spring/Summer 2008	Full Page display 1/2 Page display 1/3 Page display	\$4,517.75 2,660.50 2,108.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
US Airways Magazine	November 2007	Full Page display 1/2 Page display 1/3 Page display Formatted Ad	\$10,234.00 6,137.00 4,607.00 2,900.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
US Airways Magazine	February 2008	Full Page display 1/2 Page display 1/3 Page display Formatted Ad	\$10,234.00 6,137.00 4,607.00 2,900.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
W'est	January 2008	Full Page display 1/2 Page display 1/4 Page display Photo directory listing	\$3,975.00 2,175.00 1,175.00 675.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

All prices above do not include state tax. Advertisers will be responsible for their portion of the state advertising taxes.



Section C: Additional Project Elements

1. STRATEGIC PLANNING AND TOURISM RESEARCH

Name/Type of Project	Brief Description	Budgeted Cost
		\$
		\$
		\$

Total Strategic Planning and Research: \$ _____

Specify selected contractor here: _____

2. PRODUCT DEVELOPMENT (CAN NOT INCLUDE INFRASTRUCTURE)

Name/Type of Project	Brief Description	Budgeted Cost
		\$
		\$
		\$

Total Product Development: \$ _____

3. PRINT PLACEMENT/PRODUCTION (MAGAZINE, NEWSPAPER)

Publication Name	Ad size/color	Issue date	Distribution	Circulation No.	Budgeted Cost
					\$
					\$
					\$

Total Print Placement: \$ _____

4. BROADCAST PLACEMENT/PRODUCTION (RADIO, TELEVISION)

Station Call Letters	Designated Market Area	Spot Length/ Frequency	Broadcast Dates	Budgeted Cost
				\$
				\$
				\$
				\$

Total Broadcast Placement: \$ _____

5. OUTDOOR PLACEMENT/PRODUCTION (BILLBOARD, BUSBOARDS, ETC.)

Type of Placement	Hwy. Location	County	Size	Dates	Budgeted Cost
					\$
					\$
					\$
					\$
					\$

Total Outdoor Placement: \$ _____

6. ONLINE ADVERTISING PLACEMENT/PRODUCTION

Portal/Search Engine Name	Web site Address	Ad Description*	Target Description	Dates	Budgeted Cost
					\$
					\$
					\$
					\$
					\$

Total Online Advertising Placement: \$ _____

*Provide description of Internet advertising type (i.e. banner ad, link, sponsorship, etc.).

7. WEB SITE DEVELOPMENT (must have link to ArizonaGuide.com)

Web site Name	Web site Address	Description	Budgeted Cost
			\$
			\$
			\$
			\$

Total Web site Development: \$ _____

Specify selected contractor here: _____

8. PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

Name/Type of Printed Material	Target Audience	Quantity	Distribution	Budgeted Cost
				\$
				\$
				\$
				\$

Specify selected contractor here _____

Total Printed Material: \$ _____

9. AUDIO-VISUAL MATERIAL (FILM, VIDEO TAPE, SLIDES, CD-ROM, DVD, ETC.)

Name/Type of Audio-Visual Material	Target Audience	Quantity	Distribution	Budgeted Cost
				\$
				\$
				\$
				\$

Total Audio Visual Material: \$ _____

10. SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS/FAM'S)

Name of Show	Date	Location	Target Audience	Budgeted Cost
				\$
				\$
				\$

Total Special Marketing Opportunities: \$ _____

11. MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

Name/Type of Project	Brief Description	Budgeted Cost
		\$
		\$
		\$

Total Media Communications and PR: \$ _____

Specify selected contractor here: _____



Teamwork for Effective Arizona Marketing FY 2008 Affidavit in Support of Application

The undersigned authority, _____, on this day personally appeared before me
(Name of Administrative Official)
and is known to me to be the person whose name is subscribed to the following instrument, and having been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the organization identified below with the principal address as follows:

Organization: _____

Physical Address: _____

Amount contributing to the TEAM Grant Program: \$ _____

Source of funding: _____

I further certify that the above referenced organization is one of the two types of organizations identified below: (Please check the appropriate box)

☐ An organization recognized as the official destination marketing organization by a city, tribal government body, or other political subdivision of the State of Arizona.

OR

☐ An organization recognized by the Federal Internal Revenue Service as a not-for-profit organization under the Federal Internal Revenue Code.

I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this _____ day of _____, 20____ in _____, Arizona.

(Signature of Administrative Official)

Title: _____

Subscribed and sworn to before me this _____ day of _____ 20____ to certify which witness my hand and seal of office.

NOTARY PUBLIC

MY COMMISSION EXPIRES ON:



Teamwork for Effective Arizona Marketing FY 2008 Verification Clause

Verification

We, the undersigned certify that (1) this information is accurate; (2) We agree to comply with the guidelines as presented by the Arizona Office of Tourism; and (3) We agree to comply with all existing and appropriate local, state and federal guidelines. We certify that proof of non-profit status is on record with the Arizona Secretary of State's Office.

Sign and date this form and return it as part of your TEAM application.

Signature of Project Coordinator

Date

Signature of Administrative Official

Date



Teamwork for Effective Arizona Marketing (TEAM) FY 2008 Reimbursement Request

- May be sent at any time during the fiscal year and received by AOT **no later than** 5:00 p.m. Friday, May 30, 2008.
- Only TYPED reimbursement request forms will be accepted.
- Submit completed reimbursement request forms to: TEAM Grant Program
Arizona Office of Tourism
1110 W Washington, Suite 155
Phoenix, AZ 85007

Section A: Applicant Information

Entity Name: _____

2. Application Type: ☐ Individual OR ☐ Individual with Not-for-Profit Partner OR ☐ Regional

3. Mailing Address: Street or PO Box: _____ City: _____ State: AZ Zip Code: _____

4. Project Coordinator's Name and Title: _____

5. Telephone Number: _____ Fax Number: _____ E-mail: _____

Section B: Reimbursable Items

STRATEGIC PLANNING AND RESEARCH

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Strategic Planning and Research: \$ _____

PRODUCT DEVELOPMENT

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Product Development: \$ _____

PRINT PLACEMENT/PRODUCTION (MAGAZINE, NEWSPAPER)

Publication Name	Ad Size/Color	Issue Date	Dollars Spent
			\$
			\$

Total Print Placement: \$ _____

BROADCAST PLACEMENT/PRODUCTION (RADIO, TELEVISION)

Station Call Letters	Designated Market Area	Spot Length	Broadcast Dates	Dollars Spent
				\$
				\$

Total Broadcast Placement: \$ _____

Exhibit D**OUTDOOR PLACEMENT/PRODUCTION (BILLBOARD, BUSBOARDS, ETC.)**

Type of Placement	Highway Location(s)	County	Dates	Dollars Spent
				\$
				\$

Total Outdoor Placement \$ _____

ONLINE ADVERTISING PLACEMENT/PRODUCTION

Portal/Search Engine Name	Web Site Address	Description	Dates	Dollars Spent
				\$
				\$

Total Online Advertising Placement \$ _____

WEB SITE DEVELOPMENT

Web Site Name	Web Site Address	Description	Dollars Spent
			\$
			\$

Total Web site Development \$ _____

PRINTED MATERIALS (BROCHURES, MAPS, TRAVEL TRADE GUIDE, ETC.)

Name/Type of Printed Material	Target Audience	Quantity	Distribution	Dollars Spent
				\$
				\$

Total Printed Material \$ _____

AUDIO-VISUAL MATERIALS (FILM, VIDEO TAPE, SLIDES, CD-ROM, DVD, ETC.)

Name/Type of Audio-Visual Material	Target Audience	Quantity	Distribution	Dollars Spent
				\$
				\$

Total Audio Visual Material \$ _____

SPECIAL MARKETING OPPORTUNITIES (TRAVEL SHOWS, FAM's)

Name of Show	Date	Location	Target Audience	Dollars Spent
				\$
				\$

Total Special Marketing Opportunities \$ _____

MEDIA COMMUNICATIONS AND PUBLIC RELATIONS

Name/Type of Project	Brief Description	Dollars Spent
		\$
		\$

Total Communications and PR \$ _____

Section C: Total Spent

(For approved items, TEAM will reimburse 50% of Grand Total Spent up to the organization's award limit)

Grand Total Spent \$ _____
AOT office use only _____
31111/ _____

Section D: Signatures

The undersigned hereby confirm that all information contained in this Reimbursement Request is accurate and is in accordance with TEAM FY 2008 Guidelines. Two different signatures are required in order to process this document.

SIGNATURE _____ Date: _____

Name: (Project Coordinator) _____ Organization: _____

SIGNATURE _____ Date: _____

Name: (Administrative Official) _____ Organization: _____

REIMBURSEMENT CHECKLIST

For each item listed in Section B, the following documentation must be included with the Reimbursement Request:

- ☐ **Proof of Charge from Vendor:** Submit legible invoice reflecting date, description and dollar amount. Monthly statements are not acceptable. Only itemized, dated invoices can be considered for reimbursement. A contract which states the charge for the item is also acceptable in cases where no invoice was issued.
- ☐ **Proof of Payment:** Proof of payment must be established prior to reimbursement. Any one of the following items can be used as proof of payment of the expense:
 - Cashier's Checks – Include your copy of a certified check with each invoice. The cashier's check should only reflect payment for expenditure items that are part of the TEAM project.
 - Canceled Checks – Attach a photocopy of the canceled check to certify proof of payment. Your canceled check should only reflect payment for expenditure items that are part of the TEAM project. Checks are only considered canceled when the bank's clearinghouse has encoded the check amount in the lower right hand corner, or if the bank's stamp is affixed on the check indication "paid."
 - Copy of check and payment receipt from the vendor.
- ☐ **Proof of Implementation:** Submit proof that the activity was actually performed. Documentation can include:
 - Ad placement tear sheets (verifying date and name of publication). **Note:** ads must contain AOT "Grand Canyon State" logo as outlined in Exhibit F of these guidelines.
 - Insertion order.
 - Contract or comparable document from the third-party vendor.
 - Copies of audiotapes, videotapes, DVDs or promotional products created.
 - Invoice indicating actual broadcast times and dates.
 - Actual printed materials.
 - Trip reports from trade shows.
 - Billboard photographs showing content.
 - Copies of press releases and distribution list.
 - Copies of draft or final research documents and conclusions

Due date: Must be received by AOT no later than 5:00 p.m. Friday, October 31, 2008.

Mailing address: _____

Street or P.O. Box	City	State	Zip Code
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Project start date: _____ Project end date: _____

Total award amount \$

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Teamwork for Effective Arizona Marketing (TEAM) FY 2008 “Arizona, Grand Canyon State” Logo Guidelines

“Arizona, Grand Canyon State” Logo Guidelines

The purpose of these logo usage guidelines is to help achieve a consistent and coordinated look in advertising and marketing materials produced for tourism promotion throughout Arizona. The uniform use of the "Arizona, Grand Canyon State" logo enhances the recognition of ads and maximizes our collective investment in marketing and media placement. These guidelines are provided to assist in communicating a consistent and positive identity for Arizona. To ensure the success of the Arizona branding and to guarantee the quality and consistency of Arizona's brand identity, each user of the logo must comply with the design guidelines provided in this document. For additional information please refer to the AOT style guides available on-line at www.azot.gov under the Branding section.

The AOT logo is available in four versions:

1. Black/white logo on black background
2. Black/white logo on white background
3. Four-color logo on white background
4. Four-color logo on black background


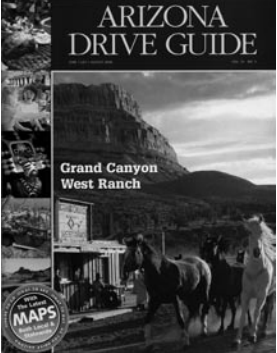
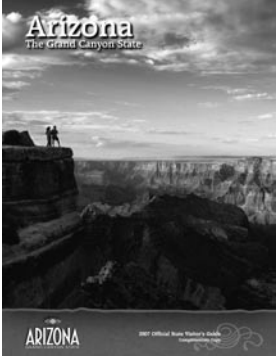
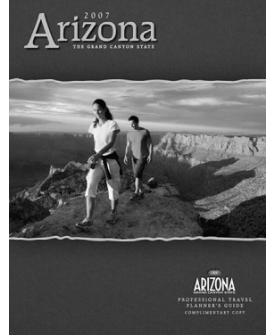
If you have any questions concerning logo usage, or if you need additional assistance, please contact Karen Bult, Tourism Education and Development Manager, by phone at 602-364-3708, or by e-mail at kbult@azot.gov or Toni Cress-Kooi, Creative Services Manager at 602-364-3726, or by e-mail at tkooi@azot.gov.

Logo Usage Requirements

- The AOT logo can not be changed or modified in any way.
- AOT written approval for all TEAM-related marketing activities (i.e. EZ Advertising, Print Placement, Outdoor Placement, Internet Advertising, Printed Materials, etc.) is mandatory. Written approval may take up to 14 business days from the date of receipt.
- AOT logo is required on all EZ Advertising placements, unless notified by AOT.
- The AOT logo must be legible and of equal size to the participant's logo or must have reasonable equal visibility at AOT's discretion.
- AOT logo should only be placed on the bottom center, bottom right, or bottom left of an advertisement, billboard, printed material, etc.
- When utilizing the logo on printed materials such as a brochure, the logo is to be placed on the bottom 1/3 of the front or back of the collateral.
- When utilizing the logo on television spots, CD's, DVD or video/film production, the logo can not appear smaller than 1/3 of the width of the screen.
- Every ad placement or creative project, whether used in previous years, is required to have written AOT approval for FY 2008 prior to placement, production or printing.
- If the project is produced in four-color, AOT's logo must also be in four-color.
- 6 point type is the smallest that can be used for “Grand Canyon State”.
- AOT “Grand Canyon State” logo can not appear on a multi-colored, texture or picture background. The logo can only appear on a solid background where visibility is best.

Teamwork for Effective Arizona Marketing (TEAM)

FY 2008 EZ Advertising Publication Profiles

	<p>AAA: HIGHROADS</p> <p>Issuance..... 6 X year</p> <p>Selected Insertions: Materials Due:</p> <p>September 2007..... 7/20/07</p> <p>March/April 2008..... 1/11/08</p> <p>Circulation..... 450,000</p> <p>Reader Profile-Median Age..... 52</p> <p>Reader Profile-Median HHI..... \$65,300</p> <p>Contact..... Michael Huffman</p> <p>Phone..... 877-416-3441</p> <p>Fax..... 616-588-6310</p> <p>E-mail..... mike@huffmanmedia.com</p>	<p>Highroads is designed and written for AAA members of Arizona. Readers are affluent, well-educated and participate in a wide range of outdoor activities. Highroads offers stories written by respected writers and nationally known authors who share their adventures and advice in every issue. With nearly 1 million readers, no other magazine matches Highroads presence in Arizona. Highroads readers travel throughout the year. You can continuously reach over hundreds of thousands of travelers from winter to fall.</p>
	<p>ARIZONA DRIVE GUIDE</p> <p>Issuance..... 4 X Year</p> <p>Selected Insertions: Materials Due:</p> <p>December 2007-February 2008..... 11/2/07</p> <p>March-May 2008..... 2/2/08</p> <p>Circulation..... 35,000</p> <p>Reader Profile-Median Age..... n/a</p> <p>Reader Profile-Median HHI..... n/a</p> <p>Contact..... Cyndi Turer</p> <p>Phone..... 480-860-0328</p> <p>Fax..... 480-460-2345</p> <p>E-mail..... clturer@aol.com</p>	<p>Arizona Drive Guide is distributed exclusively at several car rental agencies. Arizona Drive Guide is designed to help tourists find: Where to Go, What to See, Where to Stay, and What to Buy as they drive. With its beautiful four-color maps, Arizona Drive Guide is the resource used again and again by one of Arizona's top income generators...tourists.</p> <p>ADDED VALUE: Each advertiser will receive a 65-75 word editorial, calendar of events listing and link on the publication's Web site.</p>
	<p>ARIZONA OFFICIAL STATE VISITOR'S GUIDE</p> <p>Issuance..... Annual</p> <p>Selected Insertions: Materials Due:</p> <p>January 2008..... 9/20/07</p> <p>Circulation..... 620,000</p> <p>Reader Profile-Median Age..... 46</p> <p>Reader Profile-Median HHI..... \$72,700</p> <p>Contact..... Kathleen Lockhart</p> <p>Phone..... 602-840-1434</p> <p>Fax..... 602-906-3785</p> <p>E-mail..... kathleen@hennenpmg.com</p>	<p>Arizona Official State Visitor's Guide (OSVG), the official fulfillment publication for the Arizona Office of Tourism (AOT), is the only magazine included in the primary information packet. It is mailed upon request FREE to consumers in response to inquiries generated by the State's advertising, PR efforts, and Web site (www.arizonaguide.com) domestically, and to Mexico, U.K., Germany, and Japan.</p> <p>ADDED VALUE: Reader service cards for direct qualified leads that are e-mailed to advertisers.</p>
	<p>ARIZONA PROFESSIONAL TRAVEL PLANNER'S GUIDE</p> <p>Issuance..... Annual</p> <p>Selected Insertions: Materials Due:</p> <p>October 2007..... 7/10/2007</p> <p>Circulation..... 20,000</p> <p>Reader Profile-Median Age..... n/a</p> <p>Reader Profile-Median HHI..... n/a</p> <p>Contact..... Kathleen Lockheart</p> <p>Phone..... 602-840-1434</p> <p>Fax..... 602-906-3785</p> <p>E-mail..... kathleen@hennenpmg.com</p>	<p>Arizona Professional Travel Planner's Guide is the official fulfillment publication for the Arizona Office of Tourism's Travel Industry Marketing Division. This comprehensive statewide guide assists tour operators and travel agents in the United States and in key international countries (Japan, Mexico, Great Britain, Canada, and Germany). It is direct mailed to select tour operators and travel agents in response to client inquiries. It is also distributed at domestic and international trade shows.</p>



ARIZONA REPUBLIC/TUCSON'S ARIZONA DAILY STAR

Issuance. Daily
Selected Insertions: **Materials Due:**
 June 2008 (Summer Vacation Guide)* 5/9/08
 Circulation 692,127
 Reader Profile-Median Age. 48
 Reader Profile-Median HHI. \$47,674
 Contact Catherine Stewart
 Phone. 602-444-8433
 Fax. 602-444-2049
 E-mail catherine.stewart@pni.com

Annual Vacation Guide promoting various destinations and getaways. Guide includes relevant and enticing editorial and picturesque photos. Publication is inserted in The Arizona Republic and Tucson's Arizona Daily Star. As an added bonus, the interactive section will be posted on azcentral.com for three months, providing added exposure for your Arizona destination.

*The rates include the June 8th Arizona Republic insertion and the June 15th Tucson's Arizona Daily Star insertion.

azfamily.com

AZFAMILY.COM

Issuance. Online
Selected Insertions: **Materials Due:**
 September-June* 14 days prior
 Circulation 4 million monthly page views
 Reader Profile-Median Age. n/a
 Reader Profile-Median HHI. n/a
 Contact Melissa Waller
 Phone. 602-207-3765
 Fax. 602-207-3297
 E-mail melissa_waller@azfamily.com

AZFamily.com is the official Web site of 3-TV and is the #1 television Web site in Arizona. AZFamily is part of Belo Corporation, the nation's 9th largest media company. With over 4 million monthly page views and 631,000 registered users, viewers can navigate through local and national news, "Good Morning Arizona," weather, entertainment, sports, family and education, home and garden and much more.

*3 month minimum

ADDED VALUE: For a 3 month commitment- Advertisers receive exposure on AZFamily.com's travel microsite. For 6 month commitment- Advertisers receive a 10' by 10' booth at the Arizona Family Women's Expo and a 7th month of web banners free.



AZ Tourist News

Issuance. Monthly
Selected Insertions: **Materials Due:**
 March 2008 2/15/08
 Circulation 60,000
 Reader Profile-Median Age. n/a
 Reader Profile-Median HHI. n/a
 Contact Anthony Venuti
 Phone. 520-622-7008
 Fax. 520-622-7275
 E-mail tony@actarizona.com

AZ Tourist News is Arizona's only monthly publication devoted to informing both instate and out-of-state tourists about fairs, festivals and natural attractions throughout the state.

Added Value: Print edition offered in its entirety online.



CANADIAN TRAVELLER

Issuance..... Monthly
Selected Insertions: **Materials Due:**
 September 2007 8/10/07
 Circulation..... 14,000
 Reader Profile-Median Age..... n/a
 Reader Profile-Median HHI..... n/a
 Contact..... Stephen Fountaine
 Phone..... 250-861-9006
 Fax..... 250-861-4811
 E-mail..... stephenfountaine@canadiantraveller.net

Canadian Traveller (CT) is Canada's only destination-focused travel trade publication, the official publication of the Association of Canadian Travel Agents (ACTA) and has the highest circulation of all Canadian Trade Publications. Published for over 19 years, CT provides the destination information and keys sales tips that travel professionals need to sell destinations, like Arizona, more effectively. For the last 5 years, CT has published AOT's sales guide in September for Canada with the 2006 issue being 56 pages.

ADDED VALUE: Sales guide will be posted on Canadian Traveller's Web site for one year. Additional copies to be distributed at trade shows throughout the year.



EAST VALLEY TRIBUNE

Issuance..... Daily
Selected Insertions: **Materials Due:**
 April 2008-Arizona Getaways 3/30/08
 May 2008-Summer Escapes 5/4/08
 Circulation..... 82,700
 Reader Profile-Median Age..... n/a
 Reader Profile-Median HHI..... n/a
 Contact..... Martina Marshall
 Phone..... 480-898-5638
 Fax..... 480-898-6463
 E-mail..... mmarshall@aztrib.com

"Arizona Summer Escapes & Recreation" is a comprehensive guide to summer fun, excitement, knowledge and entertainment in beautiful Arizona. It focuses on outdoor and indoor activities. "AZ Getaways" is featured in our Travel Section once a year in April that gives inside information on destinations near and far. AZ Getaways gives useful tips that makes this section a sought-out information source.

ADDED VALUE: Advertisers receive editorial equal to the ad space ordered.



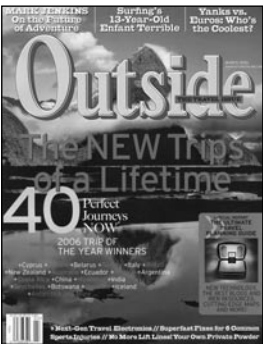

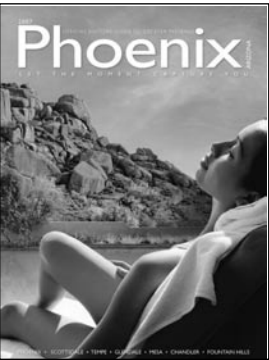

NATIVE PEOPLES & HEARD MUSEUM PROGRAM


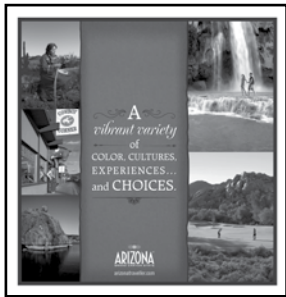


Issuance..... 6 X year
Selected Insertions: **Materials Due:**
 January/February 2008 11/10/07
 Heard Museum Program* 11/10/07
 Circulation..... 50,000
 Reader Profile-Median Age..... 56
 Reader Profile-Median HHI..... \$111,000
 Contact..... Karen Shumar
 Phone..... 602-265-4855
 Fax..... 602-265-3113
 E-mail..... kshumar@nativepeoples.com


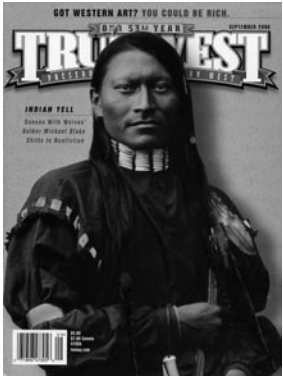
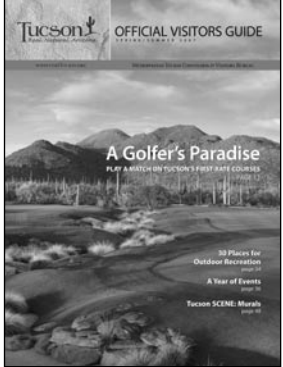

Native Peoples is the world's largest and oldest consumer magazine devoted solely to Native American art, history and culture. In each issue, a dynamic combination of editorial excellence and outstanding photography enriches the lives of upscale readers while presenting critical information.

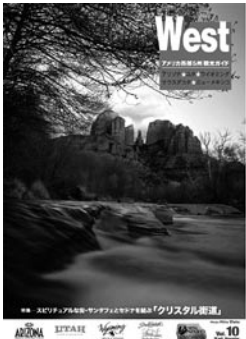
*Inclusion in the Heard Museum Program is 25% of the cost of the issue rates if ad is placed in the January/February issue of Native Peoples Magazine as well.

ADDED VALUE: Advertisers receive a free Web address listing on the publication's Web site.

	OUTSIDE MAGAZINE Issuance..... Monthly Selected Insertions: Materials Due: May 2008 2/28/08 Circulation.....650,000 Reader Profile-Median Age..... 41 Reader Profile-Median HHI..... \$71,883 Contact Kristen Ude Phone.....415-398-2627 Fax.....415-392-6247 E-mailkude@outsidemag.com	Outside is America's leading active lifestyle magazine, with over two million readers a month. For 30 years, we've been dedicated to covering the travel, sports, adventure, health and fitness, as well as the personalities, the environment, and the style and culture of the world outside. Along with many other accolades, Outside is the only magazine to receive three consecutive National Magazine Awards for General Excellence. Added Value: Online listing on OutsidelInfo.com.
	PHOENIX MAGAZINE Issuance..... Monthly Selected Insertions: Materials Due: 2008 Arizona Travel Guide 10/1/07 February 2008 12/20/07 Circulation.....68,676 Reader Profile-Median Age..... 46 Reader Profile-Median HHI..... \$131,369 Contact Adrienne Honig Phone.....480-664-3960 Fax.....480-664-3963 E-mailahonig@citieswestpub.com	PHOENIX Magazine readers rank travel as a #1 interest, and Arizona destinations are their favorite. A must-buy is the 2008 "In-State Travel Guide." A special 13th product with a year-long shelf life, this annual guide will be packed with travel information cover-to-cover. Another must is our February 2008 "52 Weekend Getaways Issue," which spikes in single-copy sales every year, offering unique Arizona excursions. ADDED VALUE: Travel Guide only: For a full page commitment- Advertisers receive a full page of editorial.
	PHOENIX OFFICIAL VISITOR'S GUIDE Issuance..... Annual Selected Insertions: Materials Due: December 2007 9/28/07 Circulation.....300,000 Reader Profile-Median Age..... 44 Reader Profile-Median HHI..... \$66,903 Contact Becky Wright Phone.....520-322-0895 Fax.....520-322-9438 E-mailbwright@maddenpreprint.com	The official fulfillment piece of the Greater Phoenix Convention & Visitors Bureau supported by their \$2.7 million marketing campaign. Mailed to leisure prospects, convention delegates, and group travelers prior to arrival. Also, available upon arrival at Sky Harbor, as well as area visitor centers, hotels, motels, and attractions. Advertisers receive free hot link and reader service leads. ADDED VALUE: Online listing and link to advertiser's Web site from visitphoenix.com and vacationfun.com. Opportunity to participate in eBrochure program and "Arizona All-Year Sweepstakes" on vacationfun.com.
	PREPRINT 2007 AZ FALL INSERT Issuance..... 1 X Selected Insertions: Materials Due: September 23, 2007 7/20/07 Circulation.....825,000 Reader Profile-Median Age..... 45 Reader Profile-Median HHI..... n/a Contact Allison Cessna Phone.....520-297-7178 Fax.....520-297-7168 E-mailacessna@maddenpreprint.com	A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an e-mail push, and followup E-magazine. ADDED VALUE: Sweepstakes management, e-mail campaign and reader response services. Full, 1/2 and 1/4 page ads receive a brochure ad.

	<p>PREPRINT—2008 AZ SPRING INSERT</p> <p>Issuance. 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>January 13, 2008 11/2/07</p> <p>Circulation 825,000</p> <p>Reader Profile-Median Age. 45</p> <p>Reader Profile-Median HHI. n/a</p> <p>Contact Allison Cessna</p> <p>Phone. 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 825,000 strategically targeted subscriber households in AOT's priority markets. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an e-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management, e-mail campaign and reader response services. Full, 1/2 and 1/4 page ads receive a brochure ad.</p>
	<p>PREPRINT- CANADA SPRING INSERT</p> <p>Issuance. 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>January 13, 2008 11/9/07</p> <p>Circulation 446,750</p> <p>Reader Profile-Median Age. 45</p> <p>Reader Profile-Median HHI. n/a</p> <p>Contact Allison Cessna</p> <p>Phone. 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>An integrated multi-channel campaign targeting 446,750 subscriber households in key AOT markets. Primary emphasis will be placed on International Canadian provinces. This campaign will target a mature audience who travel frequently and spend aggressively.</p> <p>Added Value: Sweepstakes management, e-mail campaign and reader response services. Full, 1/2 and 1/4 page ads receive a brochure ad.</p>
	<p>PREPRINT—AZ IN-STATE INSERT</p> <p>Issuance. 1 X</p> <p>Selected Insertions: Materials Due:</p> <p>May 18, 2008 3/14/08</p> <p>Circulation 500,000</p> <p>Reader Profile-Median Age. 45</p> <p>Reader Profile-Median HHI. n/a</p> <p>Contact Allison Cessna</p> <p>Phone. 520-297-7178</p> <p>Fax 520-297-7168</p> <p>E-mail acessna@maddenpreprint.com</p>	<p>A fully integrated print and online campaign, leading with a high-quality, full-color glossy newspaper insert, delivered into 500,000 strategically targeted subscriber households in Arizona and California. Online components include aggressive electronic marketing, highly qualified search engine optimization, sweepstakes management, reader service, an e-mail push, and followup E-magazine.</p> <p>ADDED VALUE: Sweepstakes management, e-mail campaign and reader response services. Full, 1/2 and 1/4 page ads receive a brochure ad.</p>
	<p>SUNSET MAGAZINE—TRAVEL PLANNER</p> <p>Issuance. 12 X year</p> <p>Selected Insertions: Materials Due:</p> <p>November 2007 - Full Circ. 9/3/07</p> <p>May 2008 - SW/Mtn. Circ. 3/1/08</p> <p>Circulation . . 1,200,000 full circ. / 220,000 SW/MTN circ.</p> <p>Reader Profile-Median Age. 50</p> <p>Reader Profile-Median HHI. \$85,554</p> <p>Contact Tricia O'Neill</p> <p>Phone. 888-849-7032</p> <p>Fax 209-742-2211</p> <p>E-mail oneillt@sunset.com</p>	<p>Sunset covers the very best aspects of life in the West... the exciting travel destinations, the valuable homes, the stunning gardens, and the fine foods. Our expertise on the trends and topics that most interest those who live in the West sets us apart from any other magazine.</p> <p>ADDED VALUE: Travel planner rates include a 3-month online listing and reader response leads. For a 2 ad commitment- Advertisers earn an equivalent size ad in Sunset's Summer Trips special issue in May 2008.</p>

 <p>TRAFFIC PULSE NETWORKS a division of Traffic.com, Inc.</p>	<p>TRAFFIC PULSE</p> <p>Issuance. Traffic Sponsorship</p> <p>Selected Insertions: Materials Due:</p> <p>August-June 5 days prior</p> <p>Circulation n/a</p> <p>Reader Profile-Median Age. n/a</p> <p>Reader Profile-Median HHI. n/a</p> <p>Contact Kelly Bitter</p> <p>Phone 619-308-5283</p> <p>Fax 619-583-4048</p> <p>E-mail kbitter@traffic.com</p>	<p>Traffic Pulse Network offers radio traffic sponsorships during drive times on 10 radio stations in Phoenix and 9 radio stations in Tucson.</p> <p>Added Value: Bonus spots given based on availability and advertising commitment.</p>
	<p>TRUE WEST</p> <p>Issuance. 10 X year</p> <p>Selected Insertions: Materials Due:</p> <p>2008 Sourcebook 10/15/07</p> <p>February 2008 1/7/08</p> <p>Circulation 50,000</p> <p>Reader Profile-Median Age. 49</p> <p>Reader Profile-Median HHI. \$85,000</p> <p>Contact Joel Klasky</p> <p>Phone 480-575-1881</p> <p>Fax 480-575-1903</p> <p>E-mail Joel@twmag.com</p>	<p>True West Magazine has been reaching western enthusiasts for 53 years. Our readers are a passionate group who love the history and lifestyle that the West represents and we deliver it to them with every issue. Culture and heritage travel is our niche. In the last year, 87% of our readers visit historic sites and 82% visit museums.</p> <p>ADDED VALUE: True West offers a free reader service card with every issue. Advertisers can receive information from interested readers via printed mailing labels or E-mailed in an Excel (CSV) spreadsheet. Links on the True West Web site.</p>
	<p>TUCSON OFFICIAL VISITOR'S GUIDE</p> <p>Issuance. 2 X year</p> <p>Selected Insertions: Materials Due:</p> <p>Spring/Summer 2008 11/15/07</p> <p>Circulation 180,000</p> <p>Reader Profile-Median Age. 41</p> <p>Reader Profile-Median HHI. \$70,118</p> <p>Contact Becky Wright</p> <p>Phone 520-322-0895</p> <p>Fax 520-322-9438</p> <p>E-mail bwright@maddenpreprint.com</p>	<p>This is the official fulfillment piece of the Metropolitan Tucson Convention & Visitors Bureau. It is mailed to leisure prospects, convention delegates, and group travelers prior to arrival. Also, available upon arrival at dedicated Metropolitan Tucson Convention & Visitors Bureau kiosks at Tucson International Airport, as well as area visitor centers, hotels, motels, and attractions. Advertisers receive free hot link and reader service leads.</p> <p>ADDED VALUE: Online listing on vacationfun.com: Photo and 25 words of copy.</p>
	<p>US AIRWAYS MAGAZINE</p> <p>Issuance. Monthly</p> <p>Selected Insertions: Materials Due:</p> <p>November 2007 9/25/07</p> <p>February 2008 12/21/07</p> <p>Circulation 350,000</p> <p>Reader Profile-Median Age. 40</p> <p>Reader Profile-Median HHI. \$100,006</p> <p>Contact Ernie Mulholland</p> <p>Phone 602-997-7200</p> <p>Fax 602-997-9875</p> <p>E-mail ernie@skyword.com</p>	<p>Distributed exclusively in-flight to 5+million monthly passengers traveling throughout the airline's route system of 200 cities in the U.S., Canada, Mexico, and Europe. Delivers the Arizona tourism message into every AOT-identified target feeder market. Desirable reader profile since frequent business or pleasure air travelers are recognized as affluent consumers.</p> <p>Added Value: Advertisers get matching editorial space and TEAM section will be posted on publication's Web site</p>

	<p>W'EST Issuance. Annually Selected Insertions: Materials Due: January 2008 12/1/07 Circulation 120,000 Reader Profile-Median Age. n/a Reader Profile-Median HHI. n/a Contact Osamu Hoshino Phone. 801-266-3345 Fax 801-262-9570 E-mail ohoshino@comcast.net</p>	<p>W'est is the only publication in the Japanese language to promote Arizona and the region, and has become like the Bible to many Japanese travel professionals. The main purpose of this publication is to introduce the region's attractions, service providers, and DMO's to Japanese travel professionals and general consumers with a 120,000 circulation. It is distributed through the top Japanese tour companies, trade, and consumer shows.</p>
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Teamwork for Effective Arizona Marketing (TEAM) FY 2008 Application Checklist

- ☐ One (1) original, completed, typed, tabbed, bound and signed application and (4) copies.
- ☐ Proof of attendance at a FY 2008 TEAM Workshop.
- ☐ Signed FY 2008 Affidavit in Support of Application.
(Regional applications must include a signed affidavit from each regional partner).
- ☐ Signed FY 2008 Verification Clause.
(Regional applications must include a signed Verification Clause form from each regional partner).
- ☐ Printing Estimates if applicable.
- ☐ Postage fulfillment estimates(s) if applicable.
- ☐ Scope of work for all outside vendors.
- ☐ A marketing plan that includes all elements as outlined in 3.4 Section D of the FY2008 TEAM Guidelines.
- ☐ EZ Advertising only – a copy of the fulfillment piece.
- ☐ Regional applications only: Evidence that the region can support a five-day tourist oriented itinerary and a combination of at least five hundred (500) hotel beds, campground sites, and/or recreational vehicle sites with the region.